I read the article *Christian Millennials Work to Redeem Capitalism* by Elise Amyx and was encouraged by what I read and I have witnessed these types of businesses in my daily life. Elise focuses on the Christian Hipster generation or millennials that dislike the societal systems that require working to gain wealth. It could then be assumed that this group of individuals also dislike capitalism, but such is not the case. Christian Millennials actually are obsessed with entrepreneurship, as it promoted autonomy, creativity, innovation, and artistic expression all of which make millennials thrive (Amyx, 2015). Therefore, there is redemption within capitalism as millennials admire socially conscious business models. Anything from charitable giving apps, honey from rooftop beehives, to pickling vegetables, millennials are using it to redeem capitalism. I think that this is great and amazing. There does not necessarily need to be Christian labelled businesses, especially when we are to be reaching out to those who do not know Christ. To create socially conscious businesses with artisanal and high-quality goods and services people of all backgrounds will flock. This not only makes it possible to have a successful business but also provides the necessary window into non-believers’ life to plant a seed of the gift of life. In my personal life, I enjoy interacting and purchasing products from businesses that are giving redemption to capitalism. I agree with Elise that our economy will only be as good as we choose to make it (Amyx, 2015). This article has allowed me to reflect on the businesses that I purchase goods from and looking into what their missions and visions are as a company. I personally do not have to have or create my own business to support this redemptive process and help them to continue to plant seeds of salvation.

References

Amyx, E. (2015, April 14). *Christian Millennials Work to Redeem Capitalism*. The Federalist. https://thefederalist.com/2015/04/14/christian-millennials-work-to-redeem-capitalism/.